



Growing Together

The Campaign for Shelby Community Park



A Message from the Campaign Co-Chairs



As two people who have devoted a substantial portion of their careers to this community, we are deeply committed to the people and the potential of Shelby and Oceana County. That's why we are honored to lead the *Growing Together* campaign for Shelby Community Park.

This project will produce tangible benefits for Shelby and its residents, providing safe and welcoming green space that everyone can use. We all know the value of places where people can come together for exercise, recreation and community engagement.

It will also provide intangibles that are harder to measure but equally important. It will be a jewel and point of pride not only for Shelby, but for Oceana County as a whole. This project will also work as a catalyst for the future, complementing and leveraging other efforts related to housing, education and roads.

This community space will be a springboard to growth, economic development and public health. We are excited to share the opportunity with you, and hope you will join us in *Growing Together*.

Richard Raffaelli
Supervisor
Shelby Township

Tammy Carey
Chief Executive Officer
Community Foundation for Oceana County

Remember when...


If you ask someone about his or her favorite things to do, you'll probably hear about important yet everyday moments ...

- Family picnics with grandma, grandpa, and all the aunts, uncles and cousins
- Watching (or scoring) that first baseball run or soccer goal of the season
- Fierce (but friendly) games of pickle or tag with neighborhood kids
- A beautiful walk on a crisp fall day with a good friend or spouse
- Sharing the simple joy of a soaring kite with a beloved child or grandchild
- Plunging into the smells, sights and sounds of a community festival

 What do all of these things have in common? Beloved people and outdoor spaces.

Humans long for personal connections. We need places and opportunities to dance, play, walk, participate, cheer, socialize and reminisce with each other.

We also crave the chance to get outdoors, feeling the wind in our hair and the sun on our faces. There's nothing quite so healing, so energizing, so relaxing as a beautiful day spent outdoors.

 Where can all of these wonderful, cravable experiences happen? In a community park.

“ Parks and playgrounds are the soul of a city. ” — Marty Rubin, author and professor

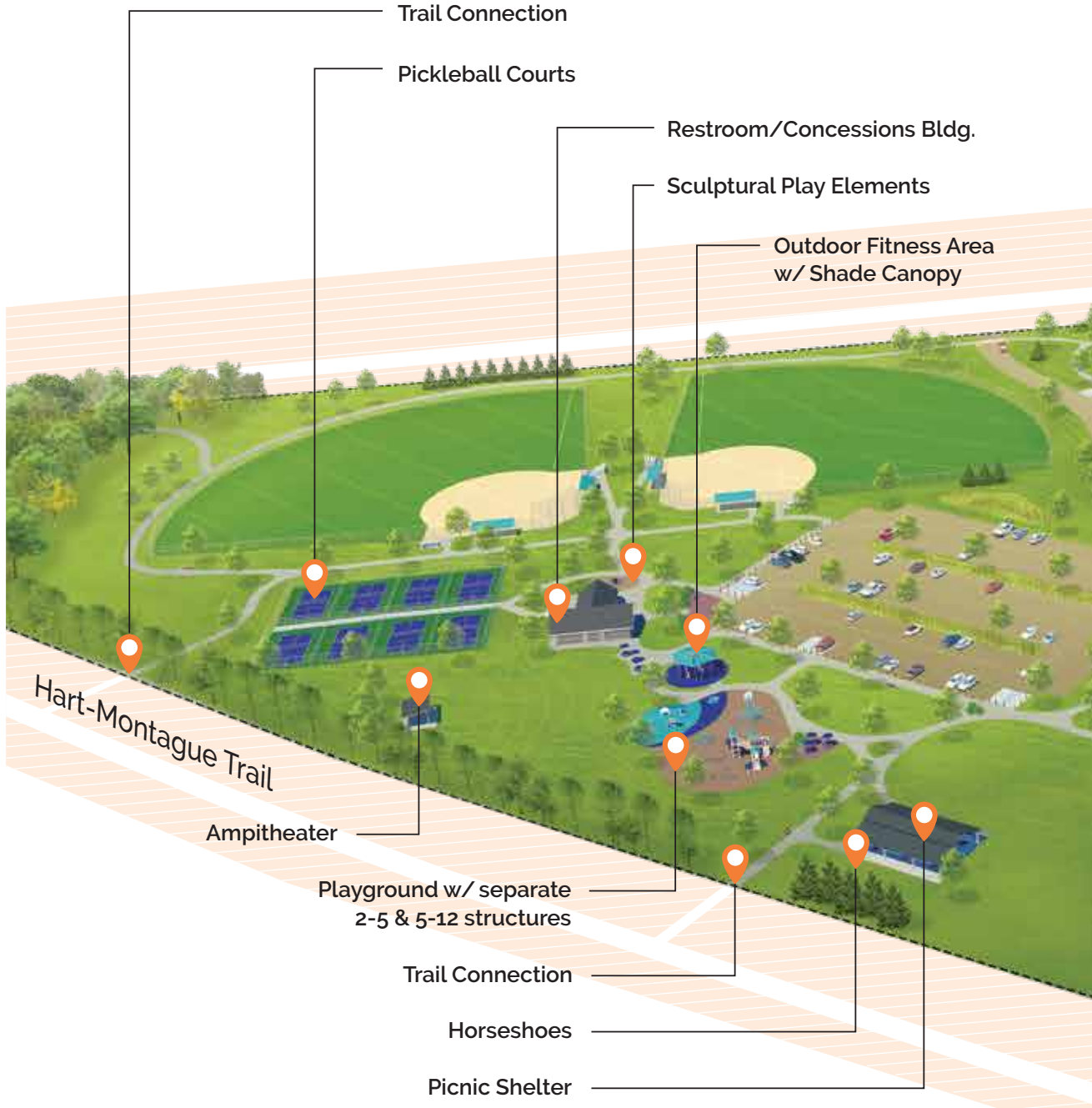


The Community Recreational Park Project

Like many small rural areas, Shelby is seeking ways to draw in more residents and increase the size of the business community. Parks are an excellent investment toward those goals. Memories are formed and friendships are forged in community parks.

Although Shelby Township has many green spaces, it doesn't have a multi-sport recreational park. That is about to change.

A 35-acre parcel has been gifted to Shelby Township for a comprehensive \$5.2 million community park. The land is located approximately two miles northwest of downtown, on the Hart-Montague Trail.




This unique park will include:

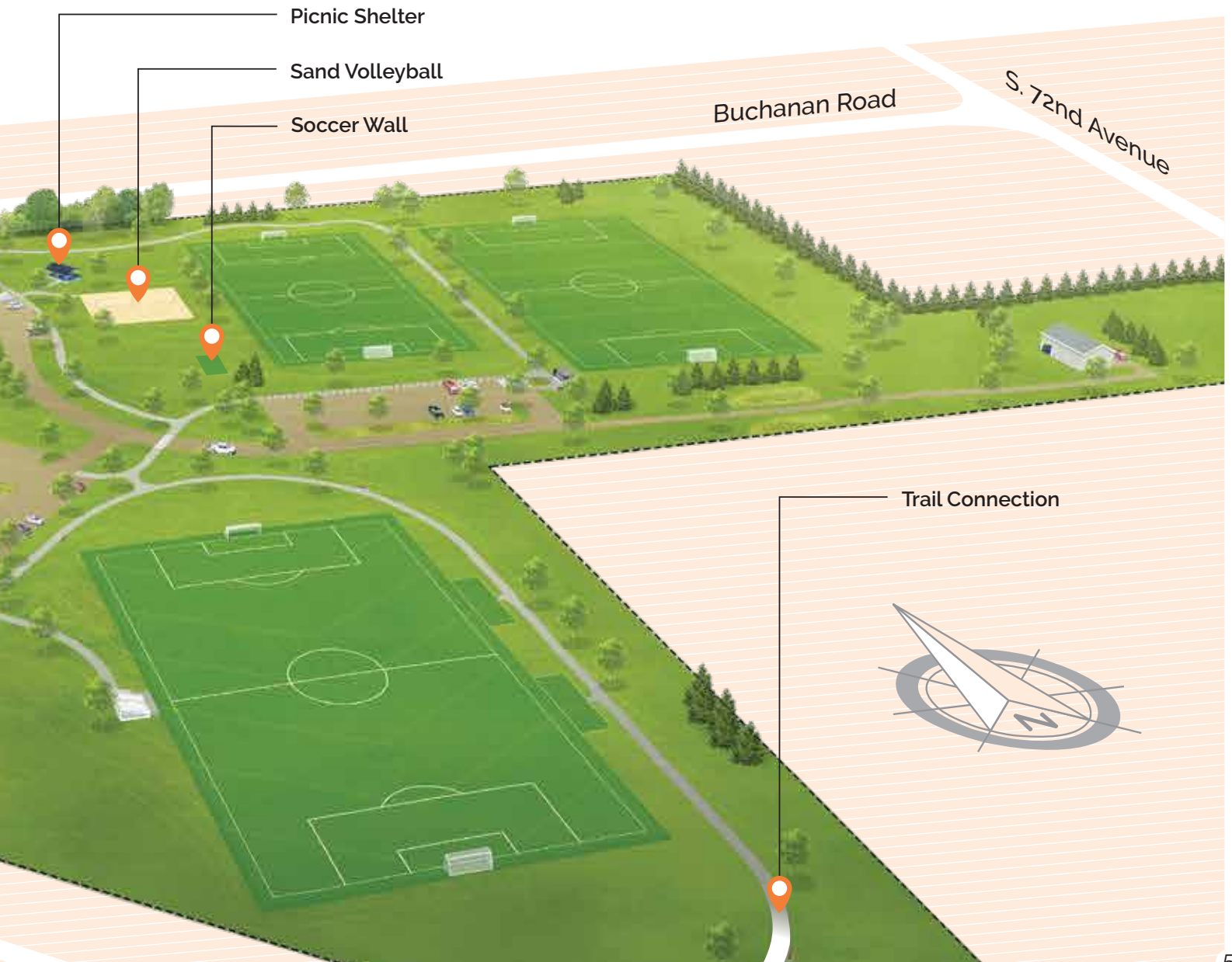
- facilities for organized sports
 - softball and soccer fields
 - volleyball
 - pickleball courts
 - horseshoe pits
- a playground with structures for ages 2-5 & 5-12
- an outdoor fitness area with shade canopy
- a picnic shelter
- community amphitheater
- connections to the Hart-Montague Trail
- 1.3 miles of walking trails
- amenities such as a concessions building, pavilion, restrooms, and plenty of parking



Target Completion in 2025

 The handicap-accessible park will fill a vital role for both visitors and residents. It will be free and safe for all to use, offering beautiful spaces and amenities that can improve physical and emotional wellbeing.

Planners estimate that it will draw approximately 8,000 visitors per year.



The Only Park of Its Kind in Oceana County

The Shelby Township Board is intent on creating the infrastructure that will attract families, encourage business development, and improve quality of life. The community recreational park project is an important cornerstone of this work.

What will it provide?

It will make outdoor space accessible to all.

This park's comprehensive design embraces everything from organized sports to pickup games; from individual walks to group picnics and events. It will be an accessible, safe and welcoming place for everyone.

It will be the cornerstone for destination tourism.

With its proximity to major highways, the Shelby Community Park will be an easy day trip from virtually anywhere in West Michigan. It will also be a natural stop for anyone using the Hart-Montague Trail or visiting Silver Lake Sand Dunes. And what will all those people want to round out their wonderful park experience? Places to eat, shop and explore before heading home. That will fuel business growth.

The park will be a community magnet.

The sheer size of this park, combined with its location, creates a wealth of new opportunities for community engagement. There's talk of recreation programs for youth and adults, of a Farmers Market, of concerts, art exhibits and so much more.

“ This will be a 'shared backyard' where everyone can come together. ” — Shelby resident



Project Budget

Expenses*

Land Acquisition	\$ 200,000
Site Preparation	\$ 4,100,000
Equipment	\$ 500,000
Campaign Costs & Contingency	\$ 400,000
Total	\$ 5,200,000

Sources of Revenue

Lead Gifts	\$ 2,000,000
DNR Grant	\$ 500,000
Public & Private Funds	\$ 2,700,000
Total	\$ 5,200,000

*The Township Board will allocate funds for capital improvements and repairs. The Shelby School District will provide routine park maintenance.

Ways to Give

One-Time Gifts: Contributions to the campaign can be made in the form of a one-time gift of cash or a gift of appreciated assets such as stocks or securities.

Pledges: For your convenience, pledges can be payable over a three-year period.

Commemorative Opportunities: We invite you to honor friends, family, the memory of a loved one, or a business through a commemorative gift. We will work with you to determine the appropriate vehicle for permanent recognition of substantial gifts.

Gifts will be made to the Community Foundation for Oceana County, which is a 501(c)3 nonprofit organization. Your charitable gift is tax deductible to the full extent of state and federal law. Please check with your tax advisor to determine how your gift may affect your personal tax situation. (Tax ID 83-1970895)



This investment, along with other initiatives related to housing and education, will help Shelby attract new residents and be a model for other small communities.





Shelby Township
204 N. Michigan Avenue
Shelby, MI 49455

Community Foundation
for Oceana County
388 S Hancock St.
PO Box 902
Pentwater, MI 49449



ShelbyTownshipOceana.com
231.861.5853

OceanaFoundation.org
231.869.3377